Agricultural Communications Services
acs.okstate.edu

Oklahoma State University, in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, and Title IX of the Education Amendments of 1972 (Higher Education Act), the Americans with Disabilities Act of 1990, and other federal and state laws and regulations, does not discriminate on the basis of race, color, national origin, genetic information, sex, age, sexual orientation, gender identity, religion, disability, or status as a veteran, in any of its policies, practices or procedures. This provision includes, but is not limited to admissions, employment, financial aid, and educational services. The Director of Equal Opportunity, 408 Whitehurst, OSU, Stillwater, OK 74078-1035; Phone 405-744-5371; email: eeo@okstate.edu has been designated to handle inquiries regarding non-discrimination policies. Any person who believes that discriminatory practices have been engaged in based on gender may discuss his or her concerns and file informal or formal complaints of possible violations of Title IX with OSU’s Title IX Coordinator 405-744-9234. This publication, issued by Oklahoma State University as authorized by the Vice President of the Division of Agricultural Sciences & Natural Resources, was printed at a cost of $3 per copy. 05181RE
Contents

**LOGO GUIDELINES** page 4
- DASNR logos / page 5
- 4-H Youth Development logo / page 6
- Logo use guidelines / page 7
- Entity and program configurations / page 9

**LEGAL DISCLOSURES** page 12

**COLOR PALETTE** page 16

**TYPOGRAPHY** page 18

**EDITORIAL STYLE** page 20
DASNR logos

THE DASNR TRIANGLE
The Division of Agricultural Sciences and Natural Resources logo was created in 2006 and consists of the OSU logo surrounded by a triangle. The DASNR logo commonly is referred to as “the DASNR triangle.” The triangle is an especially poignant visual representation for DASNR because of the Division’s unique role in serving OSU’s three-pronged, federally mandated land-grant mission of teaching, research and Extension.

AGENCY/MISSION WORDMARKS
DASNR has a college and two state agencies that each fulfill a unique facet of this mission: 1) the College of Agricultural Sciences and Natural Resources; 2) the Oklahoma Agricultural Experiment Station and 3) the Oklahoma Cooperative Extension Service.

There are four approved configurations of the DASNR triangle that use the Go Pokes font to identify our missions and agencies.

Other than these four configurations, identification of a DASNR entity or program using Go Pokes font under the triangle is prohibited.

ENTITY AND PROGRAM LOGOS
Any DASNR entities or programs can configure the DASNR triangle to reflect an individualized identity. Some examples of entities and programs for which logos can be configured follow.

- College of Agricultural Sciences and Natural Resources
- Oklahoma Cooperative Extension Service
- Oklahoma Agricultural Experiment Station
- Human Sciences Extension
- Family and Consumer Sciences
- Centers and institutes
- Academic departments
- Research stations
- County offices
- Program areas (such as Master Gardeners and Rural Development)
- Service units
4-H Youth Development logo

As the youth development program of the Cooperative Extension System of land-grant universities, 4-H is the nation’s largest youth development organization. The 4-H name and emblem have been granted a very unique and special status in the United States; it is in a category similar to the Presidential Seal and the Olympic Emblem and is under the protection of the U.S. Secretary of Agriculture.

As such, the Oklahoma 4-H Youth Development Program logo represents both 4-H and Oklahoma State University. This logo has been approved for use on all Oklahoma 4-H-related materials.

All DASNR logo use guidelines apply to the Oklahoma 4-H Youth Development logo.

The logo may be used in a horizontal layout, a vertical layout or as emblems only. The logo may be placed on a colored background and can be used with both black text and white text.
Logo use guidelines

As the primary graphic identity for the DASNR, the DASNR triangle is the preferred mark to identify any DASNR-affiliated activity. DASNR entities and programs should not use the primary OSU logo as a replacement for the DASNR triangle. DASNR entities and programs may use individualized logos, which are outlined later in this document.

CLEAR SPACE REQUIREMENTS
To ensure visual impact of DASNR logos, there should be a clear space around all sides of the logo. There should always be distance “T” between any part of the logo and any other page element or the edge of the page, where “T” is equal to one-fourth of the total height of the logo.

SIZE REQUIREMENTS
To ensure the integrity and legibility of DASNR logos, the minimum size for the logo when printed should be no smaller than .75 inches from top to bottom.

UNACCEPTABLE USE
DASNR logos may not be reconstructed or altered in any way. Acceptable configurations of the DASNR logo, including the inclusion of agency wordmarks, unit name configurations, orientations and color space, are described on subsequent pages of this style guide.

A brief explanation of other uses inconsistent with DASNR brand standards follows. Examples of unacceptable use are described more fully in the Oklahoma State University Style Guide.

http://universitymarketing.okstate.edu

- **Improper color** - DASNR logos should never appear in any color other than the official colors.
- **Distracting backgrounds** - DASNR logos should never appear over backgrounds that overpower, distract or clash.
- **Alterations or distortions** - DASNR logos should not be altered, angled, stylized, outlined or distorted.
- **Layered** - DASNR logos should never be layered under or obscured by other design elements.
- **Cropped** - DASNR logos should never be cropped or bleed off the page or artboard.
COLOR SPACE OPTIONS
DASNR logos may be reproduced in 4-color process, 2-color spot, RGB, grayscale and line art.

TEXT COLOR OPTIONS
DASNR logos can be configured with black text or white text, and they can be placed on white, black, orange, gray or other complimentary backgrounds.
Entity and program configurations

**LAYOUT OPTIONS**

Text identifying specific DASNR entities or programs can be configured two ways: horizontally with the logo text to the right of the DASNR triangle or vertically with the logo text below the DASNR triangle.

![Example of horizontal layout]

![Example of vertical layout]
MEASUREMENTS AND SPACING

Entity and program names appearing with the DASNR triangle are configured to exact size and space specifications, which are measured relative to specific aspects of the DASNR triangle.

Descriptions of how these elements are measured and used to configure text follow.

\(\text{i} = \text{T height. Equal to one-fourth of total height of logo.}\)

\(\text{o} = \text{O height. Equal to height of space between bottom of the word University and bottom bar of the orange O in the primary OSU logo.}\)

\(\text{x} = \text{X height. Equal to height of each of the triangle legs.}\)
**TEXT STYLE**

*Font treatment*
Font treatment: Text identifying specific DASNR entities or programs is set using two weights of Helvetica Neue LT Std font: Heavy Extended and Light Extended.

Light Extended text is set in title case and should be used for primary identifying words.

Heavy Extended text is set in all caps and should be reserved for words that are secondary or supplementary to the entity or program name.

*Number of lines*
Text set in Light Extended font can be included on a single line or split between two lines. Lines should be split in a way that most equally distributes the characters. Light Extended text should not span more than two lines except in extreme circumstances identified by Agricultural Communications Services in which lines cannot equitably be split between two lines. Do not hyphenate words in logos.

Text set in Heavy Extended should not span more than one line except in extreme circumstances identified by Agricultural Communications Services.

*Ampersands*
Ampersands (&) are preferred in logo text unless lines would be more equitably split by spelling out the word *and*.

**CHARACTER SETTINGS**
Text set in Light Extended should be sized one T height tall. Kerning should be set to Optical and tracking should be set to 0.

Text set in Heavy Extended should be sized one O height tall. Kerning should be set to Optical and tracking should be set to 200.

**SPACING AND ALIGNMENT**

*For horizontal configurations*
For horizontally configured logos, all identifying text should be left-aligned beginning one X height from the right of the DASNR triangle. The baseline of the bottom-most line of text should align with the bottom of the triangle base.

If the Light Extended text spans two lines, the leading between the lines should be set so the top of the first line is aligned with the top of the O in the primary OSU logo. If Heavy Extended text is used, the leading between the Heavy Extended and Light Extended should be one O height.

*For vertical configurations*
For vertically configured logos, all identifying text should be center-aligned with the DASNR triangle. The cap height of the top line of text, whether it is set in Heavy Extended or Light Extended, should be one X height below the triangle base.

If the Light Extended text spans two lines, the leading between the lines should be set so the top of the first line is aligned with the top of the O in the primary OSU logo. If Heavy Extended text is used, the leading between the Heavy Extended and Light Extended should be one O height.
LEGAL DISCLOSURES
Legal disclosures

By state law and regents’ policy, all university publications - when purchased from university budget accounts - must include a statement of printing authorization and costs and OSU’s nondiscrimination policy. “University publications” are printed items that bear the university name and are produced for audiences outside the university. They do not include business cards, announcements, letters, memoranda, invitations or other personally signed communications.

- The cost and nondiscrimination policies can be placed anywhere on the document.
- These statements can be in small font (as small as 4 point, but 6 point or larger is preferred.)

For full disclaimer instructions, visit [http://acs.okstate.edu/disclaimers](http://acs.okstate.edu/disclaimers).

**EQUAL OPPORTUNITY STATEMENT**

Publications intended for students may include a substitute equal opportunity statement, which is outlined in the main OSU Style Guide at [http://universitymarketing.okstate.edu](http://universitymarketing.okstate.edu).

Oklahoma State University, in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, and Title IX of the Education Amendments of 1972 (Higher Education Act), the Americans with Disabilities Act of 1990, and other federal and state laws and regulations, does not discriminate on the basis of race, color, national origin, genetic information, sex, age, sexual orientation, gender identity, religion, disability, or status as a veteran, in any of its policies, practices or procedures. This provision includes, but is not limited to admissions, employment, financial aid, and educational services. The Director of Equal Opportunity, 408 Whitehurst, OSU, Stillwater, OK 74078-1035; Phone 405-744-5371; email: eeo@okstate.edu has been designated to handle inquiries regarding non-discrimination policies. Any person who believes that discriminatory practices have been engaged in based on gender may discuss his or her concerns and file informal or formal complaints of possible violations of Title IX with OSU’s Title IX Coordinator 405-744-9154.

Publications authorized and funded by the Oklahoma Cooperative Extension Service also should include the following statement:

**Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Director of the Oklahoma Cooperative Extension Service, Oklahoma State University, Stillwater, Oklahoma.**

Publications authorized and funded by the Oklahoma Agricultural Experiment Station also should include the following statement:

**This is a report of the Oklahoma Agricultural Experiment Station.**
COST STATEMENT
Immediately following the nondiscrimination assertion, the cost statement should appear.

- If you are not paying a vendor for printing (e.g., printing on office copiers), use your best judgment when disclosing cost.
- If a publication is designed to be disseminated electronically, you may forego the cost statement.

This publication, issued by Oklahoma State University as authorized by the Vice President of the Division of Agricultural Sciences & Natural Resources, was printed at a cost of $_____ for ____ copies.

If a publication is printed without using university budget accounts, you may use the following statement.

This publication, issued by Oklahoma State University as authorized by the Vice President of the Division of Agricultural Sciences & Natural Resources, was printed at no cost to the taxpayers of Oklahoma.

BRAND DISCLAIMER
If you mention particular brand names, you must put this statement somewhere on the publication.

The information given herein is for educational purposes only. Reference to commercial products or trade names is made with the understanding no discrimination is intended and no endorsement by the Cooperative Extension Service is implied.

PESTICIDE DISCLAIMER
If you mention pesticides, you must put this statement somewhere on the publication. Note: The pesticide disclaimer contains language pertaining to brand names, thus, the brand disclaimer is not necessary if the pesticide disclaimer is used.

The pesticide information presented in this publication was current with federal and state regulations at the time of printing. The user is responsible for determining that the intended use is consistent with the label of the product being used. Use pesticides safely. Read and follow label directions. The information given herein is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement by the Cooperative Extension Service is implied.

ACKNOWLEDGMENT OF USDA SUPPORT BY NIFA
When acknowledging USDA support in accordance with 2 CFR Part 415, grantees must use the following acknowledgment for all projects or initiatives supported by the National Institute of Food and Agriculture, or NIFA. Whenever practical, NIFA also expects that grantees use NIFA’s official identifier in publications, posters, websites and presentations resulting from their award. This identifier can be found at http://nifa.usda.gov/resource/official-nifa-identifier.

This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number XXX-XXXXX-XXXXX. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.
Note about press announcements and media interviews for NIFA projects

It is recommended awards should not be announced in any manner by a grantee until approval is obtained by NIFA's communication office. This applies to press releases, newsletters, press interviews or web or social media postings. In many cases, the Secretary of Agriculture may want to personally announce the award. NIFA grant awardees are requested to coordinate all public announcements with NIFA's communication staff at CommunicationsStaff@nifa.usda.gov. Simultaneous announcement by NIFA and the grantee are preferred. The awardee is responsible for acknowledging NIFA support during news media interviews that discuss work supported by NIFA.
COLOR PALETTE
**Official color palette**

OSU’s official colors are Pantone 166 and 151. Full-color process, RGB and web-safe color builds are outlined below. Pantone 166 is for printing on coated white paper stock. Pantone 021u is for all other media and surfaces, including uncoated and matte-coated stock. Pantone 021u’s advantage over Pantone 166 is in its consistency and intense color while Pantone 166 can look brown in some applications.

### SPOT COLOR:

<table>
<thead>
<tr>
<th>Pantone 166c</th>
<th>Pantone Orange 021u</th>
<th>Pantone 151c</th>
<th>Pantone Cool Gray 5c</th>
<th>Pantone Process Black</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>0%</td>
<td>C</td>
<td>0%</td>
<td>C</td>
</tr>
<tr>
<td>M</td>
<td>64%</td>
<td>M</td>
<td>65%</td>
<td>M</td>
</tr>
<tr>
<td>Y</td>
<td>100%</td>
<td>Y</td>
<td>90%</td>
<td>Y</td>
</tr>
<tr>
<td>K</td>
<td>0%</td>
<td>K</td>
<td>0%</td>
<td>K</td>
</tr>
</tbody>
</table>

### FOUR-COLOR PROCESS:

<table>
<thead>
<tr>
<th>C</th>
<th>0%</th>
<th>C</th>
<th>0%</th>
<th>C</th>
<th>0%</th>
<th>C</th>
<th>0%</th>
<th>C</th>
<th>0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>64%</td>
<td>M</td>
<td>65%</td>
<td>M</td>
<td>48%</td>
<td>M</td>
<td>0%</td>
<td>M</td>
<td>0%</td>
</tr>
<tr>
<td>Y</td>
<td>100%</td>
<td>Y</td>
<td>90%</td>
<td>Y</td>
<td>95%</td>
<td>Y</td>
<td>0%</td>
<td>Y</td>
<td>0%</td>
</tr>
<tr>
<td>K</td>
<td>0%</td>
<td>K</td>
<td>0%</td>
<td>K</td>
<td>0%</td>
<td>K</td>
<td>25%</td>
<td>K</td>
<td>100%</td>
</tr>
</tbody>
</table>

### RGB COLOR:

<table>
<thead>
<tr>
<th>R</th>
<th>229</th>
<th>R</th>
<th>255</th>
<th>R</th>
<th>255</th>
<th>R</th>
<th>190</th>
<th>R</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>G</td>
<td>83</td>
<td>G</td>
<td>124</td>
<td>G</td>
<td>153</td>
<td>G</td>
<td>190</td>
<td>G</td>
<td>0</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>B</td>
<td>25</td>
<td>B</td>
<td>0</td>
<td>B</td>
<td>190</td>
<td>B</td>
<td>0</td>
</tr>
</tbody>
</table>

### WEB-SAFE COLOR:

| FF7300 | FF9900 | BEBEBE | 00000 |
TYPOGRAPHY
Typography

Typography is as important to a successful brand identity as institutional marks. If it is used consistently, typography can identify OSU and DASNR entities and programs independently of wordmarks or logos, helping proliferate the university’s brand.

DASNR faculty and staff may access OSU fonts at http://acs.okstate.edu/fonts.

HELVETICA NEUE
The Helvetica Neue (hel-VET-i-ka NOY-ya) family of fonts is the primary sans serif typeface of OSU. This font family is diverse, with lots of weight options, including condensed, standard and extended versions. “Light Extended” is the default weight preferred by OSU, but any weight in the suite is acceptable. A few of the options are included below. If Helvetica Neue is not available, a suitable replacement is Verdana.

Helvetica Neue LT Std 43 Light Extended - 12 pt.

Helvetica Neue LT Std 43 Light Extended
Helvetica Neue LT Std 63 Medium Extended
Helvetica Neue LT Std 73 Bold Extended

Helvetica Neue - various font weights - 11 pt.

SABON
Sabon (Sah-BON) is the primary serif typeface of OSU. If Sabon is not available, a suitable replacement is Times New Roman.

Sabon - 12 pt.

GO POKES
The Go Pokes font developed by Oklahoma State University Marketing is approved for use on university publications as display text, but should not be used as body text or to accompany DASNR logos other than those described on page 4 of this document.
EDITORIAL STYLE
Editorial Style

DASNR follows the same editorial style as OSU, which is based on Associated Press style. However, there are a few exceptions. Clarifications of how DASNR applies this editorial style are included below.

Associated Press Stylebook: http://apstylebook.com

Oklahoma State University Style Guide: http://universitymarketing.okstate.edu

4-H—see Oklahoma 4-H Youth Development

abbreviations and acronyms—In general, and especially for off-campus audiences, avoid abbreviations and acronyms. Spell out the full name, title or phrase on first reference. You may use an abbreviation on second reference if it is commonly recognized or helps avoid repetition or if you explain the acronym following the first reference (this is called an appositive). Do not follow a full name with an abbreviation in parentheses, but rather, set it off as an appositive with commas and the word or.

► Examples:
  The Robert M. Kerr Food and Agricultural Products Center, or FAPC, is located on the Oklahoma State University campus. (correct)
  The U.S. Department of Agriculture Farm Service Agency, or FSA, administers programs authorized by the Agricultural Act of 2014. (correct)
  The Division of Agricultural Sciences and Natural Resources (DASNR) is dedicated to developing and disseminating science-based information. (incorrect)

academic degrees—Spell out and use the lowercase: bachelor’s degree, master’s degree, doctoral degree or doctorate. Capitalize formal degree names such as Bachelor of Science or Master of Science.

Avoid using abbreviations to mention degrees in articles or body copy. In the event an abbreviation is used, set the degree designation off with commas: Jim Trapp, Ph.D.

With the exception of MBA, abbreviated degrees have periods after all the letters: B.S., M.S., Ph.D.

► Examples:
  He received a master’s in animal science. (correct)
  She received her Bachelor of Science degree in agricultural economics. (correct)
  She holds both a Bachelor’s Degree and a Master’s Degree. (incorrect)

See Dr., majors, minors

academic departments, unit names, campus offices—Lowercase academic departments, unit names and campus offices unless they contain a proper noun or unless they are part of the official name. A department name will only be capitalized when it is preceded by OSU or Oklahoma State University. Note the correct spelling of academic departments in the College of Agricultural Sciences and Natural Resources at http://casnr.okstate.edu/academics/academic-departments.

► Examples:
  the department of agricultural economics; the department of English; the Oklahoma State University Department of Animal Science; the OSU Department of Plant and Soil Sciences, the finance office
academic titles—Capitalize and spell out formal titles such as president and dean when they precede a name. Lowercase professor as a title before a name, but capitalize the official names of endowed chairs and professorships. In copy intended for external audiences, such as press releases, it is preferred to refer to faculty with Extension appointments using their Extension role, rather than their faculty designation. (Note: It is not disrespectful to lowercase titles, and names are easier to read without them.)

Examples:
- Associate Vice President Keith Owens (correct)
- Damona Doye, Regents Professor and Rainbolt Chair in Agricultural Finance (correct)
- Michael Holmes, associate professor of landscape architecture (correct)
- Kris Hiney, Oklahoma Cooperative Extension equine specialist (correct)
- professor Tom Royer (correct)
- Professor Tom Royer (incorrect)

See professor

advisor, adviser—In a departure from AP style, the preferred spelling is advisor, which is used more commonly in academia. Adviser is acceptable for press releases.

agricultural, agriculture—Agricultural is an adjective. Agriculture is a noun.

Examples:
- I want to work in the agricultural industry. (correct)
- I love agriculture. (correct)
- Enroll in the College of Agricultural Sciences and Natural Resources. (correct)
- My class is in Agricultural Hall. (correct)

Agricultural Hall—Although listed as Agriculture on campus maps, the preferred name is Agricultural Hall. Agricultural Hall and other campus buildings should not be abbreviated in press releases and body text of publications. For social media posts and graphics, Ag Hall is preferred for brevity. AGH may be used for Twitter.

See building names, room numbers

a.m., p.m.—Use lowercase and periods for a.m. and p.m.

and, ampersand (&)—Spell out and in body text where possible. An ampersand (&) may be used in display text to conserve space. However, in a single document, it is important to be consistent. Do not list one item using an ampersand and another using and.

building names—All proper names of buildings should be capitalized.

See Agricultural Hall, room numbers

College of Agricultural Sciences and Natural Resources—The primary teaching and instruction organization of the Division of Agricultural Sciences and Natural Resources. CASNR or the college is acceptable on second and subsequent references.

centers, institutes—The formal names of centers and institutes should be capitalized, but center or
institute by itself should be lowercase. Upon second and subsequent reference, it is not necessary to use the complete proper name.

Examples:
The Robert M. Kerr Food and Agricultural Products Center helps develop successful value-added enterprises. By offering Oklahomans access to faculty and staff with expertise in business and technical disciplines, FAPC strives ... (correct)

class names, course names—Use lowercase to refer to general classes and courses. Capitalize specific and complete class titles. Complete titles should use the format PREFIX ###: Course Title.

Examples:
She is taking three classes in agricultural communications. (correct)
The course, FDSC 1133: Fundamentals of Food Science, routinely features experiments related to food products. (correct)

See course prefixes

composition titles—In a departure from AP style, which calls for the use of quotation marks for all titles, OSU italicizes the titles of books, movies, television shows, and names of paintings, boats, airplanes and other large stand-alone works and uses quotation marks around the titles of smaller works such as poems, song titles, articles or chapters.

course prefixes—When referring to courses within the College of Agricultural Sciences and Natural Resources, use the following abbreviations, which also are used by the Registrar.

Department of Agricultural Economics
- Agribusiness: AGBU
- Agricultural Economics: AGEC

Department of Agricultural Education, Communications and Leadership
- Agricultural Communications: AGCM
- Agricultural Education: AGED
- Agricultural Leadership: AGLE

Department of Animal Science
- Animal Science: ANSI
- Food Science: FDSC

Department of Biochemistry and Molecular Biology
- Biochemistry and Molecular Biology: BIMB

Department of Biosystems and Agricultural Engineering
- Biosystems Engineering: BAE

Department of Entomology and Plant Pathology
- Entomology: ENTO

Department of Horticulture and Landscape Architecture
- Horticulture: HORT
- Landscape Architecture: LA
- Landscape Management: LM

Department of Natural Resource Ecology & Management
- Natural Resource Ecology and Management: NREM
Department of Plant & Soil Sciences
  • Plant and Soil Sciences: PASS
Environmental Science
  • Environmental Science: ENVR

See class names, course names

Division of Agricultural Sciences and Natural Resources—A statewide entity of the Oklahoma A&M System that is comprised of the College of Agricultural Sciences and Natural Resources, the Oklahoma Agricultural Experiment Station and the Oklahoma Cooperative Extension Service. Spell out on first reference. If the name of the university is used prior to first reference, OSU Division of Agricultural Sciences and Natural Resources may be used. DASNR or the division is acceptable on second reference.

Dr.—This abbreviation should be used on first reference only when the person is a medical doctor or veterinarian. Do not use for a person with a Ph.D. or Ed.D., except in quoted matter.

Extension—See Oklahoma Cooperative Extension Service

Extension educator—The title for faculty or staff who work for the Oklahoma Cooperative Extension Service throughout the state. Never use Extension agent.

Freshmen in Transition—The Freshmen in Transition program is a collective group and as such, is plural in all instances.

hyphenated words in titles—A general rule of thumb is to capitalize the first unit and capitalize the second unit if it is a noun or adjective or if it has equal balance with the first unit. The second unit should be in lowercase if it’s a participle modifying the first unit or if both units constitute a single word.

Examples:
Twentieth-Century Poets in South America; City-States in Nineteenth Century Europe; English-speaking People throughout Asia; Medium-sized Companies with Unions

majors, minors—Lowercase the names of academic majors and minors in body text. It is acceptable to capitalize them as display text. Note the correct spelling of academic majors, minors and graduate degree programs available in the College of Agricultural Sciences and Natural Resources at http://casnr.okstate.edu/academics.

See academic departments

fractions, decimals—Consult AP for guidelines about formatting fractions and decimals. While both fractions and decimals are permissible, do not switch between the two within a single document.

Examples:
Annual rainfall in the area is 21.5 inches per year. However, last year, the county received 16.75 inches. (correct)
Annual rainfall in the area is 21.5 inches per year. However, last year, the county received 16 3/4 inches. (incorrect)
Oklahoma 4-H Youth Development—The youth development program of the Oklahoma Cooperative Extension Service. Note the hyphen between 4 and H. When referring to a specific 4-H club, club may be capitalized. Members are 4-H’ers. Avoid beginning a sentence with 4-H (or any number).

Oklahoma Agricultural Experiment Station—A state agency and the primary research organization for the land-grant functions of the Oklahoma A&M System. Spell out on first reference. OAES is acceptable on second and subsequent references.

Oklahoma Cooperative Extension Service—A state agency and the primary outreach organization for the land-grant functions of the Oklahoma A&M System. Spell out on first reference. OCES or Oklahoma Cooperative Extension is acceptable on second and subsequent references. OSU Extension is not acceptable. Extension should be capitalized when used alone or as an adjective to denote Oklahoma Cooperative Extension or the national system, which is a rare departure from the standard of capitalizing only proper names of organizations.

Oklahoma State University—Spell out on first reference. Second and subsequent references should be OSU or the university (note university is lowercase). In headlines for in-state outlets, OSU can be used.

percent—Do not use %. Use figures rather than spelling out numbers. Consult AP for other clarification.

professor—Never abbreviate. Lowercase before a name, but capitalize Professor Emeritus and official names of endowed chairs and professorships. The term professor should be used only in reference to those who have official status as full professor. Otherwise, use the correct title of assistant professor or associate professor. In copy intended for external audiences, such as press releases, it is preferred to refer to faculty with Extension appointments using their Extension role, rather than their faculty designation.

room numbers—When listing room locations, the room number should be listed prior to the building name.

See Agricultural Hall, building names

said, says—For press releases, use said. Most university publications prefer said over says, with STATE magazine being a notable exception. Check with individual outlets for preference.

seasons, semester names—Capitalize only when used in a title or as part of a formal name. Use lowercase when these words stand alone.

► Examples:
  The Agricultural, Food, Environmental and Natural Sciences Career Fair takes place during the fall semester each year. (correct)
  The Fall 2017 semester will begin Aug. 21, 2017. (correct)
  Each summer, the Oklahoma State University Big 3 Field Days attract thousands of students to Stillwater. (correct)

student classifications—Lowercase student classifications such as freshman, sophomore, junior, senior, underclassman, upperclassman, undergraduate student, graduate student or postdoctoral fellow.

► Examples:
  She is a senior biochemistry and molecular biology major (correct).
titles—Keeping with AP style, a person’s title is capitalized only when used as a formal title directly before a name. Only capitalize titles, and try to keep it short. Do not capitalize an occupational designation. Titles following a person’s name should appear in lowercase. Use lowercase when a title is used alone. (Note: It is not disrespectful to lowercase titles, and names are easier to read without them.)

Examples:
DASNR Vice President Tom Coon welcomed students to the National Agricultural Leadership Conference held on the OSU campus. (correct)
The assistant dean will moderate the event. (correct)
The president of Oklahoma State University will address the group. (correct)
John Doe, vice president of the student organization, led the meeting (correct).

See academic titles, composition titles

website addresses, internet URLs—AP style has varied throughout the past in regard web addresses and internet URLs. The most recent AP Stylebook entry recommends using http:// protocol.